In my blog last week, I talked about the first behaviour that I think is the most important when you look to hire good salespeople – Self Management.

In this article I am going to discuss the next characteristic that makes up a good salesperson – Achievement Potential

This measures the salespersons ability to be motivated by challenge as opposed to being safe and secure.

Stress is an important element in anyone's life, too much, naturally, is bad.

When I recruited salespeople I always wanted to measure if my salespersons could act in their role on their own.

A little stress was applied in our training to test those attributes.

Were they motivated and open to accepting that they have to take on their own challenges, and not always rely on us or their team leaders to forever take care of them.

We looked for salespeople who bought contacts and networks as they had to build a book of business.

We did not want to be hand holding them too much.

If you have a salesperson who forever is asking you for guidance once your induction is complete, that person may need to be coached on setting regular achievable goals.

Coaching him or her to make sure they focus on what they need to accomplish daily.

OT's might not work

OT's as we used to say. Order takers.

In an environment of salary/commission these people do not usually survive, they want

security and safety.

On the other hand, if you do have a salesperson who is highly motivated by challenge, they often need new challenges to keep them interested.

The trick with these people is for them to set their own goals.

Get out of the way in one sense, with one eye on their planning.

Mistakes do happen, but with any salesperson, acknowledge and reinforce their achievements when it's appropriate.

We are a funny breed us salespeople.

Mike.

Don't Ever Hire A Bad Salesperson Ever Again. Check out my FREE report here.

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A

Super Salesperson Each and Every time – It’s packed with tips and ideas on how to hire great salespeople. Don’t ever Hire Bad Salespeople Ever Again. Promise!